

5     **ABSTRACT**

          A method of marketing goods and/or services using discount purchasing incentives. The method provides customized discount coupon cards, books, or similar media, designed and arranged to carry and display a list of participating vendors, the cards containing a number of opportunities to redeem or otherwise utilize the designated discount at each respective vendor's  
10   place of business, or website. A graphical user interface and plurality of coupon carrying media support the ability of a consumer to personally customize any number of discounted purchase offers by choosing from a list of categories and sub-categories of manufacturer or retailer discount offers displayed on a network, such as the world wide web. After selecting offers that have been posted by local or national merchants, the specific discount information may be  
15   transmitted to an offer database, whereupon customized discount coupon cards, books, or other offer carrying media may be created for distribution to the consumer. Each customized card, or book etc., may be designed to display the specific offers chosen by the consumer and is transmitted to an in-house or outsourced printer, or encoder, for creation. The consumer's choices, geographic location, and other demographic information may be stored in a selections  
20   database designed to transmit the coupon utilization and ultimate sales information back to the manufacturers and retailers that provided the original discount offers.